

Note for Weinstein, Barbara

---

**From:** Moose, Jim  
**Date:** Fri, Nov 10, 1995 11:49 AM  
**Subject:** YTD Brand Promo + Future  
**To:** Beran, Dave; Blumenson, Gail; Conrad, Nancy; Gawronski, Edward; Johnson, Lillian; Joyce, Ed; Levy, Carolyn; Lewis, Arlene; Murphy, Dan; O'Brien, Sheila; Piscitelli, Patrick; Resman, Tess; Rubin, David; Saloun, Tom; Schwartz, Andrew; Shah, Biren; Sinha, Arun; Weinstein, Barbara  
**File(s):** YTD Brand Promo + Future

Total Promotional Volume for the week of 11/3/95 was 129 million units, versus an expected amount of 130 million units.

- Basic promotional volume was 112 million units, versus an expected amount of 117 million;
- Marlboro promotional volume was 12 million units, versus an expected amount of 7 million;
- Daves promotional volume, both actual and expected, was 4 million units.

Expected Total Promotional Volume for next week is 56 million units, the majority, of which, is Basic (41 million) and Marlboro (13 million).

2045368627